



# THE PACT:

## THE PARK ADVISORY COUNCIL TRIBUTE NEWSLETTER

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## HOW WE CREATED OUR "MOVIES AT BUTTERCUP" SERIES (6 FILMS FOR LESS THAN \$3000)



**Article submitted by Craig Foley, Treasurer, Buttercup Park Advisory Council. Buttercup Playlot Park, 4901 N. Sheridan Rd.**

Movies in the parks are one of the city's favorite pastimes. At Buttercup Park in Uptown, our annual movie series is one of our most popular and enduring programming events.

We started showing films in the parks several years ago, by contracting with the Chicago Park District (CPD) for the Movies in the Parks offering. We quickly learned that this was VERY expensive for us. At the time, CPD was charging around \$1800 for a single event. They provide everything, the sound, projector, screen, film, the entire crew, and they even bring a popcorn machine. Still, for our small park and small budget, that was an expensive event.

We've tried many alternate approaches over the years. For a while we were collaborating with a local non-profit, Chicago Filmmakers, to provide the curation and films. We had to rent the projection, sound and screen from local neighbors and djs. We also collaborated with the 48th Ward to host a few movies, but still had to pay for the licensing

and a small stipend to have the projector. This allowed us to show 2-3 films a year for less than the cost of a single film through CPD.

For the last three years we've been really fortunate to have a neighbor of the park, Vic Herrera, who is an avid film buff and who also happens to own his own equipment (sound system, projector, inflatable screen). What a treasure in our own backyard! Each winter Vic proposes a slate of films that we can show in June, July and August, typically two per month. When we get the email from Vic with proposed film list, it is nearly as exciting as getting that first seed catalog in the middle of winter.

Our PAC licenses the titles through Swank Motion Pictures or Criterion. The licensing costs for public use in a park (free admission) is typically between \$350 - \$450 per showing. Additional costs include marketing signs and flyers. We also help Vic defray the costs of his equipment upkeep (speaker repairs, projector bulbs, etc.) All-in-all, this has enabled us an affordable series.

If we weren't so fortunate to have Vic and his equipment, we were considering purchasing our own equipment, or were going to look into

sharing the purchase costs with a neighboring park or school. Even with that expense, it'd be less expensive over time.

We would be happy to discuss Movies at Buttercup details. Contact us at [ButtercupParkUptown@gmail.com](mailto:ButtercupParkUptown@gmail.com) and visit our Facebook page to learn more about all of the great things we do at our park: [www.facebook.com/buttercupparkuptown.BPAC](http://www.facebook.com/buttercupparkuptown.BPAC)



## FOTP ARCHIVES: FOTP & THE CHICAGO MARATHON

*As the 2018 Chicago Marathon took place last month, we were reminded of its origin. This month's FOTP Archives article comes straight from Friends of the Parks 1977 newsletter, rewritten here as it was originally in 1977.*

No large running clubs. No major running races. No marked running paths. No organized running clinics or seminars or classes. That was Chicago one year ago.

Now, quite suddenly, the city of the broad shoulders has become the city of fleet feet. What once was an urban wasteland for running has, overnight it seems, emerged as a runner's mecca. And the Mayor himself speaks of turning Chicago into the distance-running capital of the world, with the first annual Mayor Daley Marathon as the overture. How did all this happen?

It happened because, in Chicago last year, there already were hundreds of people running — but running in different directions. Friends of the Parks, along with other committed groups—Midwest Masters, Road Runners of America, the Hyde Park YMCA, the Loop YWCA, American Medical Joggers Association, the Evanston Running Club among them — to focus

on running and then dig in and work as a catalyst to bring about what can only be described as a Running Revolution in Chicago. Essentially, the revolution began last fall.

"We started talking 'Chicago Marathon' in October," explained Bill Robinson, Friends of the Parks treasurer and avid runner. "New York City was drawing 3,000 for its run in Central Park. San Francisco has its Bay to Breakers race, which drew 11,000. Of course, there was the marathon in Boston. And we knew Chicago had the best running route of them all. Here we had this beautiful lakefront, providing a perfect running trail without the usual traffic tie-ups. A marathon would be a great way to show off the city."



## FOTP UPDATES: MEET FOTP'S "NEW" POLICY AND PLANNING ASSOCIATE!



Daniel La Spata, Friends of the Parks' (FOTP) Policy and Planning Associate, grew up in the parks of South Plainfield, New Jersey. He remembers dancing with his mom at the concerts at Spring Lake Park's gazebo and soccer games in the fall at Veterans' Park. His family, church, and college taught him to lead a life of service, particularly service toward the poor and marginalized. To that end, he has been organizing and advocating for equity and justice throughout the twenty years he's been in Chicago. This work, including his Masters in Urban Planning and Public Policy (in progress) brought him to Friends of the Parks, where he was been working to uncover inequities and other systemic issues within the Park District. He's also helping FOTP engage in initiatives to develop new parkland across the city. Daniel first joined as a Policy intern in the summer of 2017, and joined us in his present role this past June.

**...recognize that getting the "yes" to your budget requests might require a dedicated and diligent effort on your part.** This month's advice is inspired by the August Park Advisory Council (PAC) Networking meeting and workshop. The workshop portion of the night helped attendees begin to shape their strategy for getting their budget requests approved and realized by mapping out the following:

- What is/are the group's realistic, achievable and measurable goal(s)?
- What are your resources and assets, like people or funds?
- Who are the allies and opponents to your ask? Who are the people who have the power to make change or help make change, a.k.a. your targets?
- What are your tactics/strategies of advocacy?
- What are the group's action steps—who will do what and when?

Let's begin to shape your advocacy campaign...

Goals	Resources & Assets (internal)	Support / Opposition (external)	Targets / Change Agents (external)	Strategies	Action Steps
	Personnel/ Budget/Etc.:	Allies:	Decision-makers/primary targets:		
		Opponents:	Influencers/secondary targets:		

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FOTP  
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SAYS...



Have questions? Does your group need some technical assistance? Or would you like to see the meeting presentation? Write or call Nicole Machuca at machucan@fotp.org or (312)847-2757 ext. 7.